

WHAT IS CLAIMED IS:

1. An advertising system comprising at least one server device and at least one client device connected to said server device, and advertising data is transmitted from said server  
5 device to said client device, wherein said server device includes,

a user information storage which stores information related to users of the respective client devices;

an advertising information storage which stores a  
10 plurality of advertising data that have different advertising contents;

an advertisement selection unit which, based upon the information stored in said user information storage, selects advertising data to be transmitted to said client devices  
15 from a plurality of advertising data stored in said advertising information storage; and

a transmission data generation unit which generates advertisement transmission data so as to transmit the advertising data selected by said advertisement selection  
20 unit to said client devices.

2. The advertising system according to claim 1, wherein the information stored in said user information storage is information related to attributes of the  
25 respective users; and

aid advertisement selection unit selects advertising data in accordance with the attributes of each of the users.

3. The advertising system according to claim 1, wherein  
5 the information stored in said user information storage is information related to history of the information that has been viewed by each of the users; and

aid advertisement selection unit selects advertising data in accordance with the information that has been viewed  
10 by each of the users.

4. The advertising system according to claim 1, wherein  
inter-advertisement-related information which indicates the correlation between a plurality of advertising  
15 data is stored in said advertising information storage; and

said advertisement selection unit selects advertising data based upon information stored in said user information storage, and finally selects advertising data that has a predetermined inter-advertisement relationship with the  
20 advertising data based upon the advertising data and the inter-advertisement-related information stored in said advertising information storage.

5. An advertising system comprising at least one server device and at least one client device connected to said server device, and advertising data is transmitted from said server device to said client device, wherein said server device  
5 includes,

a communication speed detection unit which detects the communication speed between said server and each of said client devices;

an advertising information storage which stores a  
10 plurality of advertising data that have mutually different data formats; and

a transmission data generation unit which, based upon the communication speed detected by the communication speed detection unit, selects advertising data having the  
15 corresponding data format, and generates advertisement transmission data for transmitting this advertising data to said client device.

6. The advertising system according to claim 5, wherein  
20 image data and sound data are stored in said advertising information storage as the advertising data; and

said transmission data generation unit generates the advertisement transmission data by selecting both of the image data and the sound data or either of these based upon  
25 the communication speed detected by the communication speed

detection unit.

7. The advertising system according to claim 5, wherein  
a plurality of advertising data having mutually  
5 different output times are stored in said advertising  
information storage; and

said transmission data generation unit generates the  
advertisement transmission data by selecting  
advertisements having any one of output times from said  
10 advertising information storage based upon the  
communication speed detected by the communication speed  
detection unit.

8. The advertising system according to claim 5, wherein  
15 said transmission data generation unit generates  
advertisement transmission data in either a non-compressed  
manner or a compressed manner based upon the communication  
speed detected by the communication speed detection unit.

20 9. The advertising system according to claim 5, wherein  
said transmission data generation unit transmits the  
advertising data in either a non-divided manner or a divided  
manner, based upon the communication speed detected by the  
communication speed detection unit.

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10. An advertising system comprising at least one server  
and at least one client connected to said server, and  
advertising data is transmitted from said server device to  
said client device, wherein said server device includes,  
5 an advertising information storage which stores a  
plurality of advertising data that have mutually different  
data formats;

an advertisement selection unit which selects  
advertising data to be transmitted to said client devices  
10 from a plurality of advertising data stored in said  
advertising information storage; and

a transmission data generation unit which generates  
advertisement transmission data so as to transmit the  
advertising data selected by said advertisement selection  
15 unit to said client devices,

wherein, said transmission data generation unit being  
allowed to add control information for controlling the output  
format of the advertising data in said client devices to  
the advertisement transmission data.

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11. The advertising system according to claim 10, wherein  
the control information added by said transmission data  
generation unit is information related to timing in which  
the advertising data is outputted by said client devices.

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12. The advertising system according to claim 10, wherein  
the control information added by said transmission data  
generation unit is information related to the number of times  
in which the advertising data is outputted by each of said  
5 client devices.

13. The advertising system according to claim 10, wherein  
the control information added by said transmission data  
generation unit is parameter data that specifies the  
10 operation of tracking data for use in animations stored in  
each of said client devices.

14. An advertising method of transmitting advertising data  
from a server device to client devices connected to said  
15 server device, wherein said server device performs the steps  
of:

storing information related to users of the respective  
client devices;

storing a plurality of advertising data that have  
20 different advertising contents;

based upon the information stored at the user  
information storing step, selecting advertising data to be  
transmitted to said client devices from a plurality of  
advertising data stored at the advertising information  
25 storing step; and

generating advertisement transmission data so as to transmit the advertising data selected at the advertisement selection step to said client devices.

- 5 15. An advertising method of transmitting advertising data from a server device to client devices connected to said server device, wherein said server device performs the steps of:

detecting the communication speed between said server  
10 and each of said client devices;

storing a plurality of advertising data that have mutually different data formats; and

based upon the communication speed detected at the communication speed detection step, selecting advertising  
15 data having the corresponding data format, and generating advertisement transmission data for transmitting this advertising data to said client device.

16. An advertising method of transmitting advertising data  
20 from a server device to client devices connected to said server device, wherein said server device performs the steps of:

storing a plurality of advertising data that have mutually different data formats;

25 selecting advertising data to be transmitted to said

client devices from a plurality of advertising data stored  
at the advertising information storing step; and

generating advertisement transmission data so as to  
transmit the advertising data selected at the advertisement  
5 selection step to said client devices,

wherein, the transmission data generation step being  
allowed to add control information for controlling the output  
format of the advertising data in said client devices to  
the advertisement transmission data.

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17. A computer-readable recording medium which stores a  
computer program which when executed on a server device  
realizes transmission of advertising data from said server  
device to client devices, the computer program executing  
15 the steps of:

storing information related to users of the respective  
client devices;

storing a plurality of advertising data that have  
different advertising contents;

20 based upon the information stored at the user  
information storing step, selecting advertising data to be  
transmitted to said client devices from a plurality of  
advertising data stored at the advertising information  
storing step; and

25 generating advertisement transmission data so as to



transmit the advertising data selected by said advertisement selection unit to said client devices.

18. A computer-readable recording medium which stores a  
5 computer program which when executed on a server device realizes transmission of advertising data from said server device to client devices, the computer program executing the steps of:

detecting the communication speed between said server  
10 and each of said client devices;

storing a plurality of advertising data that have mutually different data formats; and

based upon the communication speed detected at the communication speed detection step, selecting advertising  
15 data having the corresponding data format, and generating advertisement transmission data for transmitting this advertising data to said client device.

19. A computer-readable recording medium which stores a  
20 computer program which when executed on a server device realizes transmission of advertising data from said server device to client devices, the computer program executing the steps of:

storing a plurality of advertising data that have  
25 mutually different data formats;

selecting advertising data to be transmitted to said client devices from a plurality of advertising data stored at the advertising information storing step; and

generating advertisement transmission data so as to  
5 transmit the advertising data selected at the advertisement selection step to said client devices,

wherein, the transmission data generation step being allowed to add control information for controlling the output format of the advertising data in said client devices to  
10 the advertisement transmission data.

20. A computer program which when executed on a server device realizes transmission of advertising data from said server device to client devices, the computer program  
15 executing the steps of:

storing information related to users of the respective client devices;

storing a plurality of advertising data that have different advertising contents;

20 based upon the information stored at the user information storing step, selecting advertising data to be transmitted to said client devices from a plurality of advertising data stored at the advertising information storing step; and

25 generating advertisement transmission data so as to

transmit the advertising data selected by said advertisement selection unit to said client devices.

21. A computer program which when executed on a server  
5 device realizes transmission of advertising data from said server device to client devices, the computer program executing the steps of:

detecting the communication speed between said server and each of said client devices;

10 storing a plurality of advertising data that have mutually different data formats; and

based upon the communication speed detected at the communication speed detection step, selecting advertising data having the corresponding data format, and generating  
15 advertisement transmission data for transmitting this advertising data to said client device.

22. A computer program which when executed on a server  
20 device realizes transmission of advertising data from said server device to client devices, the computer program executing the steps of:

storing a plurality of advertising data that have mutually different data formats;

selecting advertising data to be transmitted to said  
25 client devices from a plurality of advertising data stored

at the advertising information storing step; and

generating advertisement transmission data so as to  
transmit the advertising data selected at the advertisement  
selection step to said client devices,

- 5        wherein, the transmission data generation step being  
allowed to add control information for controlling the output  
format of the advertising data in said client devices to  
the advertisement transmission data.